

**IN THE UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF TEXAS
HOUSTON DIVISION**

The Board of Regents of the University
of Houston System on behalf of the
University of Houston System and
its Member Institutions;

The University of Houston System; and
The Board of Regents of the University
of Houston System,

Plaintiffs,

v.

South Texas College of Law,

Defendant.

Civil Action No. 4:16-cv-01839

JURY

**PLAINTIFFS' POST HEARING SUPPLEMENT
IN SUPPORT OF THEIR
MOTION FOR PRELIMINARY INJUNCTION**

EXHIBIT
JJJ

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**SUPPLEMENTAL PROFFER DECLARATION OF CARRIE CRIADO
IN SUPPORT OF PLAINTIFFS' MOTION FOR PRELIMINARY INJUNCTION**

I, Carrie Criado, submit this supplemental proffer declaration pursuant to 28 U.S.C § 1746 in support of Plaintiffs' Reply In Support of Its Motion for Preliminary Injunction, and testify as follows:

1. I am over the age of 18 and am otherwise competent to make this declaration. All statements of fact are true, and all statements of opinion are believed to be true.
2. I am the Executive Director of Communications and Marketing of the University of Houston Law Center and have held that position since March 2011. Prior to this position, I held a variety of jobs since 1988 involving marketing, communications, public relations, and news reporting. In addition, I have a law degree from the University of Houston College of Law, such that I have knowledge about the law school from spending several years on campus.
3. In my role as Executive Director of Communications and Marketing, I am responsible for the development and coordination of internal and external communications for a large, complex law school. I serve as a primary media contact for local, national and international news organizations. I also direct budget development and staff management. My role involves fostering and enhancing relationships with stakeholders to increase awareness of the Law Center's vision, mission, goals and community impact. This includes advising senior administration, faculty and staff in all areas involving media and other external relations vehicles. I manage all electronic content for the law school website, and oversee

social media and electronic communications. I also review, edit and authorize advertising copy, and oversee design work on college publications.

4. I submitted a declaration dated August 25, 2016, identifying various ads that have been run for the University of Houston Law Center for the last five years. I categorized these ads by the brand that was used to market the Law Center. Exhibit 2 to my declaration catalogued ads using the HOUSTON LAW brand. However, there are additional HOUSTON LAW ads that were including in Exhibit 5. The chart below identifies those additional HOUSTON LAW ads from 2011 that are found in Exhibit 5 of Exhibit XX to UH's Reply Brief.

Production Bates No.	Date Ad Produced to STCL	Date Ad Published	Name of Publishing Media
	June 27, 2016 (Complaint, Dkt. No. 1)	August 17, 2011	Newsweek
UH-001522	August 8, 2016	July 29, 2011	Newsweek
UH-001523	August 8, 2016	2011	US News & World Report
UH-001526	August 8, 2016	September 28, 2011	AJIL – American Journal of International Law
UH-001527	August 8, 2016	2011	National Jurist
UH-001528	August 8, 2016	2011	National Jurist
UH-001529	August 8, 2016	2011	National Jurist
UH-001567	August 8, 2016	March 2012	National Jurist
UH-001645	August 8, 2016	January 2013	International Law Association Quarterly
UH-001647	August 8, 2016	February 2013	Synergy Magazine
UH-001648	August 8, 2016	March 2013	US News & World Report
UH-001651	August 8, 2016	April 2013	UH Cougar Line Bus Shelter Ad
UH-001654	August 8, 2016	June 2013	National Jurist
UH-001655	August 8, 2016	June 2013	Houston Bar Journal
UH-001657	August 8, 2016	June 2013	National Jurist

Production Bates No.	Date Ad Produced to STCL	Date Ad Published	Name of Publishing Media
UH-001658	August 8, 2016	August 2013	Energy Bar Association web ad
UH-001659	August 8, 2016	December 6, 2013	Baylor Lariat
UH-001660	August 8, 2016	November 22, 2013	Baylor Lariat
UH-001662	August 8, 2016	December 6, 2013	Baylor Lariat
UH-001664	August 8, 2016	November 22, 2013	Baylor Lariat
UH-001665	August 8, 2016	August 2013	A & M Ad
UH-001668	August 8, 2016	September 2013	Baylor Ad
UH-001676	August 8, 2016	October 2013	ADL Ad – Houston in Concert Against Hate
UH-001682	August 8, 2016	November 2013	Phi Alpha Delta International Pre-law Ad
UH-002270	August 8, 2016	2016	Pre-Law Magazine
UH-002271	August 8, 2016	2016	CLEO Edge Magazine
UH-002272	August 8, 2016	2016	Houston Lawyer
UH-002273	August 8, 2016	2016	Texas Bar
UH-002274	August 8, 2016	2016	The Houston Chronicle

I declare under penalty of perjury that the foregoing is true and correct.

Executed on September 1, 2016.



Carrie Criado
Executive Director of Communications and
Marketing

University of Houston Law Center